

ABSTRACT

Disclosed is a blinder-type display assembly which is installed anywhere, such as residences, offices or recreational areas for the purpose of shielding, privacy, decoration, exhibition or advertisement, and if necessary, for selectively displaying an exhibition. The display assembly comprises a bi-directional motor having a rotating shaft with one end faceted, a horizontal cylindrical hollow frame member fixedly accommodating the motor and being rotatable by rotation of the motor, a flexible flat exhibition sheet secured to a lower portion of the horizontal frame member and wound on the frame member or deployed from the frame member by the rotation of the motor, an equilibrium weight secured to a lowermost portion of the exhibition sheet, and a control unit for controlling the rotation of the motor. The horizontal cylindrical frame member is provided at one end with a fixing plate secured to horizontal frame member, the fixing plate having a faceted center hole through which the faceted end of the rotating shaft of the motor is fitted, so that the rotation of the rotating shaft causes the rotation of the horizontal frame member it self.